

WHETHER NORTHWIND IS A MENTHOL, NON-MENTHOL OR NEITHER

		NORTHWIND	
		New Ad/ New Product (Green)	Test Marketed Ad/ Test Marketed Product (Blue)
N =		402	234
		%	%
<u>Northwind Is:</u>			
A menthol cigarette		84	44
A non-menthol cigarette		3	10
A different kind of cigarette which is neither a menthol nor a non-menthol		12	42
Don't know		1	3

QUESTION: And, now that you have tried Northwind cigarettes, would you say Northwind is... (READ LIST)?

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